

CLAIMS

1 1. A method for promoting use of a product having an adaptation module comprising
 2 the steps of:
 3 providing sample data of a person;
 4 accessing the sample data associated with the person; and
 5 using the sample data to adapt the product to the person utilizing the adaptation
 6 module of the product.

1 2. The method according to claim 1, further comprising the step of making the product
 2 available to the person.

1 3. The method according to claim 1, wherein the sample data is created prior to
 2 adapting the product.

1 4. The method according to claim 2, further comprising the step of selecting the person
 2 from a person database storing data associated with the person, the associated data including the
 3 sample data associated with the person.

1 5. The method according to claim 1, wherein a plurality of products is available for
 2 promotion and a product is selected to be promoted.

1 6. The method according to claim 1, further comprising the steps of:
 2 accessing a person database storing data associated with at least one person, wherein
 3 the database stores accessing data associated with the at least one person, the accessing data
 4 providing instructions for accessing the sample data;
 5 selecting a person from the person database;
 6 retrieving accessing data associated with the selected person; and

accessing the sample data based on the retrieved accessing data.

7. The method according to claim 4, further comprising the steps of:

tracking use of the adapted product by the selected person; and

storing data in the person database as tracking data associated with the selected person.

8. The method according to claim 7, further comprising the steps of:

obtaining feedback data from the selected person regarding the selected person's satisfaction with the product; and

storing the feedback data in the person database in association with the selected person.

9. The method according to claim 8, further comprising the steps of:

incorporating the tracking data and the feedback data associated with the selected person into an advertisement; and
advertising the product.

10. The method according to claim 4, further comprising the steps of:

scanning publicly available material for finding a name of a person not entered in the person database and data associated with a person having an entry in the person database

updating the person database by adding a found name of a person not entered in the person database; and

updating the person database by adding data associated with a person having associated data stored in the database.

11. A system for promoting use of a product having an adaptation module comprising:

a person database storing data associated with at least one person including

3 accessing data providing instructions for accessing sample data associated with the at least one
4 person; and

5 a server accessing accessing data associated with a person selected for promoting the
6 product from the at least one person, wherein the server uses the accessing data to access the
7 sample data for the selected person and uses the sample data to adapt the product to the selected
8 person utilizing the adaptation module of the product.

1 12. The system according to claim 11, wherein the sample data is stored in the person
2 database in association with the selected person.

1 13. The system according to claim 11, wherein the server accesses a product database
2 storing product data associated with at least one product, wherein for each product of the at least
3 one product the product data includes instructions for using the product and adapting the product to
4 a user, and wherein the server retrieves the product data associated with a product selected for
5 promotion and uses the instructions included in the associated product data to adapt the selected
6 product to the person.

1 14. The system according to claim 13, wherein the server further comprises a user
2 interface for allowing an operator of the server to select at least one of a product for promotion and
3 a person for promoting the selected product.

1 15. The system according to claim 11, wherein the data associated with the at least one
2 person further includes contact data including information for one of providing data to the at least
3 one person and providing the at least one person with access to data, and wherein the server uses
4 the contact information for making the adapted product available to the at least one person.

1 16. The system according to claim 11, wherein the accessing data further includes
2 recording instrumentation data for providing instructions to one of a device and an operator of a

3 device for recording the sample data, and wherein the server uses the recording instrumentation
4 data for providing instructions to one of a device and an operator of a device for recording the
5 sample data.

1 17. The system according to claim 11, wherein the data associated with at least one
2 person further includes associated persons data including accessing data for accessing sample data
3 associated with at least one associated person, wherein the server uses the sample data associated
4 with the at least one associated person to adapt the product to the at least one associated person.

1 18. The system according to claim 11, further comprising a person database update
2 module, wherein the update module scans publicly available material for: finding a name of a
3 person not entered in the person database and enters the found name in the person database; and for
4 finding data associated with a person already having associated data stored in the person database
5 and adds the found data to the data associated with the person already having associated data stored
6 in the person database